



Preliminary Evaluation

MARTA Route 12

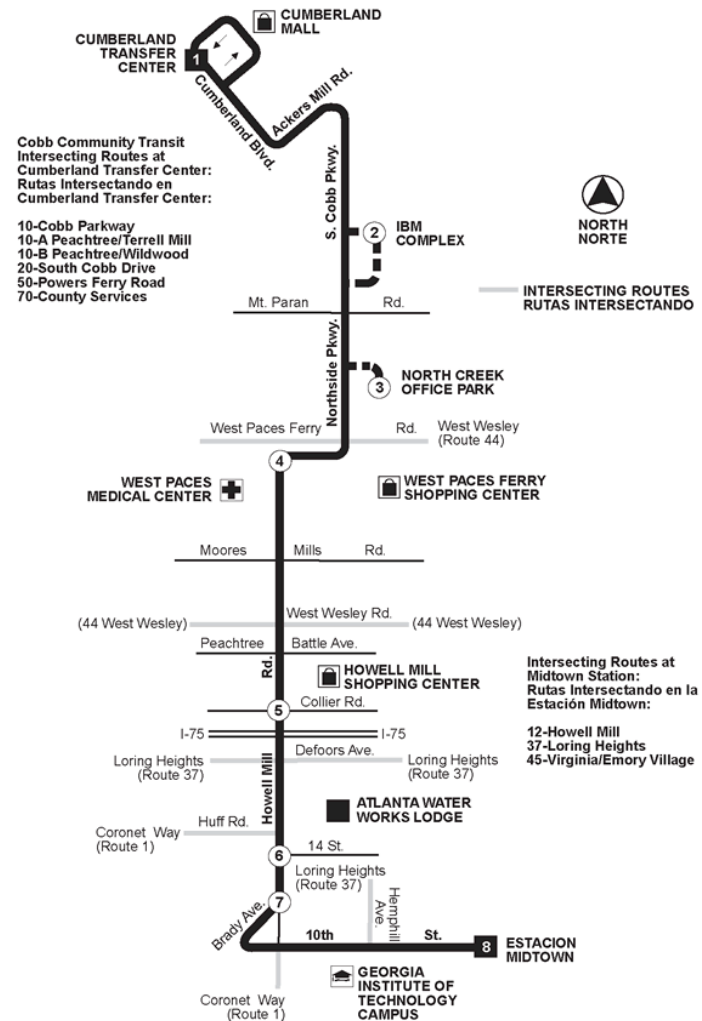
TPB Operations & Oversight Committee
May 24th, 2007

Presented by:
Carol G. Smith, Director
Office of Research and Analysis

- One year Mass Transit Demonstration project between MARTA and CCT
- Allows MARTA service to extend into Cobb County via route 12
- CCT route 10 permitted to provide service along Northside Parkway in Fulton County
- Implemented Nov. 20, 2006

TAB 5 - Agenda Item # V.2.B..
Route 12 -Description

- Initially ended at IBM Complex
- Now operates from Midtown Station to Cumberland Mall
- For this demonstration, extended service
 - 2.5 miles northbound
 - 2.5 miles southbound
- Stops added in Cobb County
 - Northbound 7
 - Southbound 5
- Runs every 30 minutes
- Hours of operation
 - Weekdays
 - 5:05 AM – 12:24 AM
 - Weekends
 - 5:10 AM – 11:55 PM



	Before Extension	After Extension	Percent Change
Average Weekday Ridership	1072	1414	32%
Number of Boardings In Cobb		77	
Average Weekend Ridership	1241	2354	90%
Number of Boardings In Cobb		109	

- Route 12 Customer Survey findings will be reported in May



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Questions?

Customer Development Committee

April 9, 2007